



**The University of Texas at El Paso
College of Business Administration
Syllabus
MGMT 4306 002 Franchising (CRN 23643)
Spring 2018**

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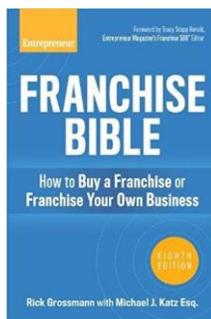
Office Hours: Monday and Wednesday from 10:30 a. m. to 12:00 p. m. and Tuesdays and Thursday from 12:00 p. m. and 1:30 p. m. or by Appointment

Objective of this course:

Franchising investigates the advantages and potential risks that must be considered before making an investment in a franchise business. There is particular emphasis on the discovery and evaluation of the franchisor and the feasibility of entrepreneurs converting an existing business into a franchise chain or creating and selling new business concepts.

Books and Materials:

There will be one text used during this course:



Franchise Bible – How to Buy a Franchise or Franchise your own Business

by Rick Grossman with Michael J. Katz Esq. 8th Edition

Product Details

ISBN-13: 978-1-59918-600-9

Publisher: Entrepreneur Press (entrepreneurpress.com)

Publication date: 2017

Pages:288

There will also be readings and other materials posted in the Course's page on BlackBoard about specific topics.

Expectations:

This is a university class therefore I expect students to be professionals and have the appropriate behavior during class. I also expect students to have done the assignments before coming to class. The basic purpose of these assignments is that you come to class prepared to discuss the topics on hand and contribute with your experiences.

This implies that the use of electronics in this class will be limited to note taking and/or those processes indicated by the instructor during the class; personal calls and texting is strictly forbidden. If a student violates this rule, the device used will be taken from the student and will not be returned until the end of the class; repetition of this behavior could be reason for disciplinary action.

Process:

There will be thirty sessions. Activities are detailed in the course content section of this syllabus. These meetings will take place twice a week on Tuesdays and Thursdays from 9:00 a. m. to 10:20 a. m. at COBA 329. There will be a section in the class page in BlackBoard to communicate announcements and changes, if any, to the schedule. **Read these announcements every class to follow the pace of the course.** Other materials will also be uploaded to the course's page in BlackBoard.

Assignments of readings mentioned in the syllabus include a summary of the reading, which should not exceed two pages and is due the day before the class at midnight (see section on assignments below).

In some classes and when possible the instructor will bright guest to the classroom; these events will be announced as soon as information is available and participation with questions to guest speakers is always welcome.

At the end of the course, there will be student project presentations. These projects will be the analysis of existing franchises and their requirements. Teams will be between 5 and 7 students and is highly recommended to find as much diversity as possible within the membership of the team.

During the oral presentation, each member should participate and the group grade will be based on the quality of the presentations (oral and written) and the coordination of the team. The oral presentation could be done by one or two members selected by the team; however, during the questions and answers period of the presentation, all members should be present.

During class periods, assistance may be taken and rules for presence in the class according to the students' operations book will be enforced.

Evaluation:

This course will be evaluated on a 100-point scale. The final letter grade for the course will be determined as follows: 90 points to 100 points corresponds to an "A"; 80 points to 89.99 points corresponds to a "B"; 70 points to 79.99 points corresponds to a "C"; and less than 70 points corresponds to a grade of "F."

Following is a table with points assigned to each activity:

Activity	Percentage
Individual Assignments (Summaries and Exercises)	35
Individual Participation (Assistance and class involvement)	15
Group Case (Oral Presentation)	15
Group Case (Written Report)	25
Group Members Assign Grade *	10
Total	100

* Each group member will assign a grade for participation in the team project to the other members of the team. The instructor reserves the right to modify the final grade based on this evaluation.

Academic Dishonesty

The following are the standards for Academic Dishonesty at UTEP:

Any student who commits an act of scholastic dishonesty is subject to discipline. Scholastic dishonesty includes, but is not limited to cheating, plagiarism, collusion, the submission for credit of any work or materials that are attributable in whole or in part to another person, taking an examination for another person, any act designed to give unfair advantage to a student or the attempt to commit such acts. Proven violations of the detailed regulations, as printed in the Handbook of Operating Procedures (HOP) and available in the Office of the Dean of Students and on the home page of The Dean of Students at [Student Affairs](#), may result in sanctions ranging from disciplinary probation, to failing grades on the work in question, to failing grades in the course, to suspension or dismissal among others.

Students with Disabilities

As per Section 504 of the Vocational Rehabilitation Act of 1973 and the Americans with Disabilities Act (ADA) of 1990, if a student needs an accommodation then the Office of Disabled Student Services located at UTEP need to be contacted. If you have a condition, which may affect your ability to perform successfully in this course, you are encouraged to discuss this in confidence with the instructor and/or the director of the Disabled Student Services. You may call 915-747-5148 for general information about the American with Disabilities Act (ADA) and the rights that you have as a UTEP student with a disability.

Campus Carry

Persons who hold a Concealed Handgun License can lawfully carry their gun into a UTEP classroom as long as it remains concealed. Open carry remains prohibited on campus. Should you feel someone is intentionally displaying a gun (or any

other weapon for that matter), do not hesitate to call Campus Police (X 5611) or 9-1-1. For more information on campus carry, see <http://sa.utep.edu/campuscarry/>; for more information on overall campus safety, see <http://admin.utep.edu/emergency>.

Guidelines and Recommendations:

Be prepared for class discussion. Participate actively in the class and bring your own experiences.

1. If for any reason you will not be able to attend class, inform the instructor via mail at sibarr@utep.edu.
2. Teams will be formed in session seven. Try to find team members with different backgrounds than yours using the rules mentioned in the process section of this syllabus.
3. All written assignments should be sent using the BlackBoard page of the course.
 - a. Include assignments as attachments using the following nomenclature for the file name:
 - i. In summaries of readings name the file starting with S## where ## is the session number (always use two digits) then your Last Name, then a period, and then your First Name. For example if I was the one sending the attachment for summary of Session 6 the file name would be S06Ibarreche.Santiago.xxxx (formats allowed include Word and pdf). Summaries is due the day before the class at Midnight. Last report will be due on day before session 22 at midnight.
 - ii. In the final report use the same system but start with the letters TM and the team number. You will have to name among the members of each team a person responsible for doing this. Assuming I was a member of team 1 the attachment name would be TM01Ibarreche.Santiago.docx; select one member of the team to be the person responsible for sending the report.
 - b. If you want to send other communications or comments start the subject line with MGMT4306 and then put your subject. Send this correspondence to my personal e-mail address: sibarr@utep.edu.
4. The subject of the projects could be either existing franchises or business that could be converted into franchises; some sources of information for these projects include the franchise magazine; the special issue of entrepreneur magazine on franchises (Franchise 500) and other sites that will be made available during the course.

Be sure to have a release form (ask the instructor) if you are using private information.

5. When guest lecturers are invited, you are encouraged to participate with your questions to enhance his/her presentation.
6. Have fun and Learn!

Content and Activities:

Session and Date	Topic	Assignments
S01 01/17/18	Introduction to Franchising	No Assignment
S02 01/22/18	The Basics of Franchising and the Changing Landscape of Franchise Marketing and Recruiting	Foreword: Preface: Chapter 1 (No summary)
S03 01/24/18		
S04 01/29/18	Choosing the Right Franchise Opportunity	Chapter 2
S05 01/31/18	Legal Considerations	Chapter 3
S06 02/05/18		
S07 02/07/18		
S08 02/12/18	Franchise Funding and Finance	Chapter 4
S09 02/14/18		
S10 02/15/18	Location of the Franchise	Chapter 5
S11 02/19/18		
S12 02/21/18	Build-out and Construction Team	Chapter 6
S13 02/26/18	Building a Winning Team	Chapter 7
S14 02/28/18		
S15 03/05/18	Launching, Growing and Thriving	Chapter 8
S16 03/07/18		
03/12/18 to 03/16/18	SPRING BREAK (NO CLASSES)	
S17 03/19/18	Franchising Fundamentals	Chapter 9
S18 03/21/18	Franchise Law Considerations	Chapter 10

Session and Date	Topic	Assignments
S19 03/26/18		
S20 03/28/18	Building a Strong Franchise Organization	Chapter 11
S21 04/02/18	Franchise Strategies	Chapter 12
S22 04/04/18	Building Franchise Communities	Chapter 13
S23 04/09/18	Franchise Marketing	Chapter 14
S24 04/11/18		
S25 04/16/18	Final recommendations	Chapter 15, and Part III (No summaries)
S26 04/18/18		
S27 04/23/18	Groups Presentations	
S28 04/25/18		
S29 04/30/18		
S30 05/02/18		
Final Report		

This is a plan, as in any plan there may be changes. Please be sure to check for announcements in the Blackboard section of this course.